



OFFICIAL NEWSPAPER OF THE CITY OF DRIPPING SPRINGS
APPLICATION FOR FISCAL YEAR 2021-2022

Application Due: September 30, 2021

NAME OF NEWSPAPER: News-Dispatch

INDICATE BELOW WHETHER OR NOT YOUR NEWSPAPER MEETS THE FOLLOWING CRITERIA:

Please select Yes or No for each:

	YES	NO
1. Newspaper devotes not less than 25% of total column lineage to general interests items	√	
2. Newspaper published at least once a week	√	
3. Newspaper is entered as 2 nd class postal matter in the county where published	√	
4. Newspaper has been published regularly and continuously for the past 12 months	√	
5. Newspaper has not omitted more than two issues in the past 12 months	√	

SUBSCRIBER & DISTRIBUTION INFORMATION FOR CALENDAR YEAR 2020:

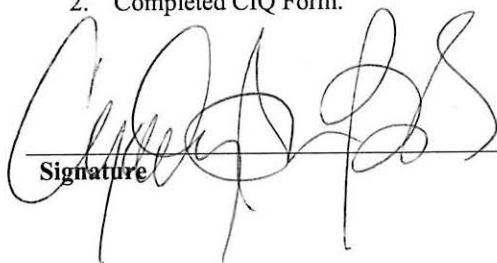
Total number of subscribers (Print only) 397 through mail, 153 average racks	
Number of subscribers by zip code 78620	198
Number of subscribers by zip code 78619	87
Number of subscribers by zip code 78737	63
Average number of unique website visitors per month	55,880
Average number of website page views per month	84,162
Number of likes on Facebook	19,310
Number of Twitter Followers	6,184

STATEMENT OF UNDERSTANDING:

I understand that pursuant to Texas Government Code Section 2051.045 Legal Rate Charged for Publication, that the legal rate for publication of a notice in a newspaper is the newspaper's lowest published rate for classified advertising, and Section 2051.051 Bill for Publication, that a newspaper that publishes a notice shall submit a bill for the publication with a clipping of the published notice and a verified statement of the publisher that: (1) states the rate charged, (2) certifies that the rate charged is the newspaper's lowest published rate for classified advertising, and (3) certifies the number and dates of the publication.

I understand that the following must be attached to this application in order to be considered for the City of Dripping Springs Official Newspaper for Fiscal Year 2020-2021 (October 1, 2020 – September 30, 2021):

1. Rate Sheet for public notice, legal notice, tax rate hearing notice and public affidavit.
2. Completed CIQ Form.


Cyndy Slovak-Barton
9/24/21
 Signature Printed Name and Title Date
Publisher

BARTON PUBLICATIONS, INC.

Hays Free Press

and

News-Dispatch

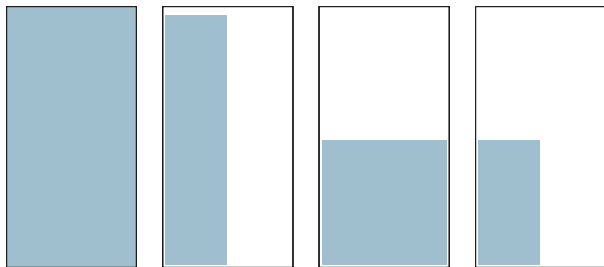
CONSOLIDATED RATE SHEET

Barton Publications, which prints the *Hays Free Press*, the *News-Dispatch* and the *Hays County Echo*, is the oldest continuously family-run – and home grown – business in northern Hays County.

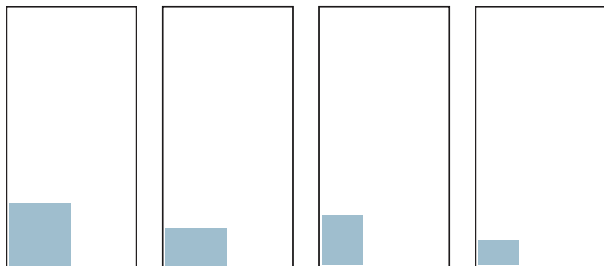
It is strong to this day, expanding coverage, adding new products and branching out in many ways.

Please contact us to talk about marketing, stories or to subscribe: 512-268-7862.





Full page Half page vertical Half page horizontal Quarter page vertical



Eighth page 3 col. x 3" 2 col. x 4" 2 col. x 2"

Hays Free Press

Full Page

6 col. x 20.125 inches
(10" w x 20.125" h)
One X = \$1291
Four X = \$1097
Thirteen X = \$1031

Half Page

6 col. x 10 inches
or 3 col. x 20.125 inches
(10" w x 10" h)
One X = \$645
Four X = \$550
Thirteen X = \$518

Quarter Page

3 col. x 10 inches
(4.9375" w x 10" h)
One X = \$330
Four X = \$280.50
Thirteen X = \$264

Eighth Page

3 col. x 5 inches
(4.9375" w x 5" h)
One X = \$172.50
Four X = \$146.60
Thirteen X = \$137.80

3 col. x 3 inches
(4.9375" w x 3" h)

One X = \$103.50
Four X = \$88
Thirteen X = 83

2 col. x 4 inches
(3.25" w x 4" h)

One X = \$92
Four X = \$78.25
Thirteen X = \$73.50

2 col. x 2 inches
(3.25" w x 2" h)

One X = \$46
Four X = \$39.25
Thirteen X = \$37

News-Dispatch

Full Page

6 col. x 20.125 inches
(10" w x 20.125" h)
One X = \$1103
Four X = 937
Thirteen X = 880

Half Page

6 col. x 10 inches
or 3 col. x 20.125 inches
(10" w x 10" h)
One X = \$540
Four X = \$459
Thirteen X = \$432

Quarter Page

3 col. x 10 inches
(4.9375" w x 10" h)
One X = \$280.50
Four X = \$238.50
Thirteen X = \$24

Eighth Page

3 col. x 5 inches
(4.9375" w x 5" h)
One X = \$144.75
Four X = \$123
Thirteen X = \$116

3 col. x 3 inches
(4.9375" w x 3" h)

One X = \$86.85
Four X = \$73.75
Thirteen X = \$69.50

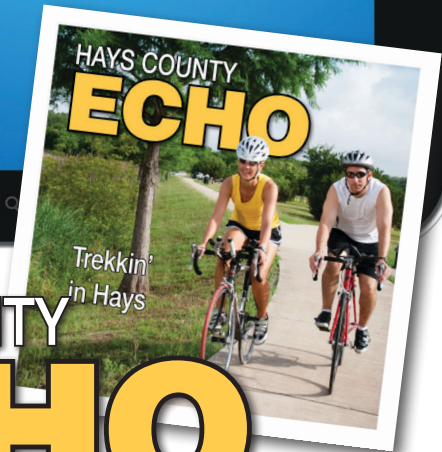
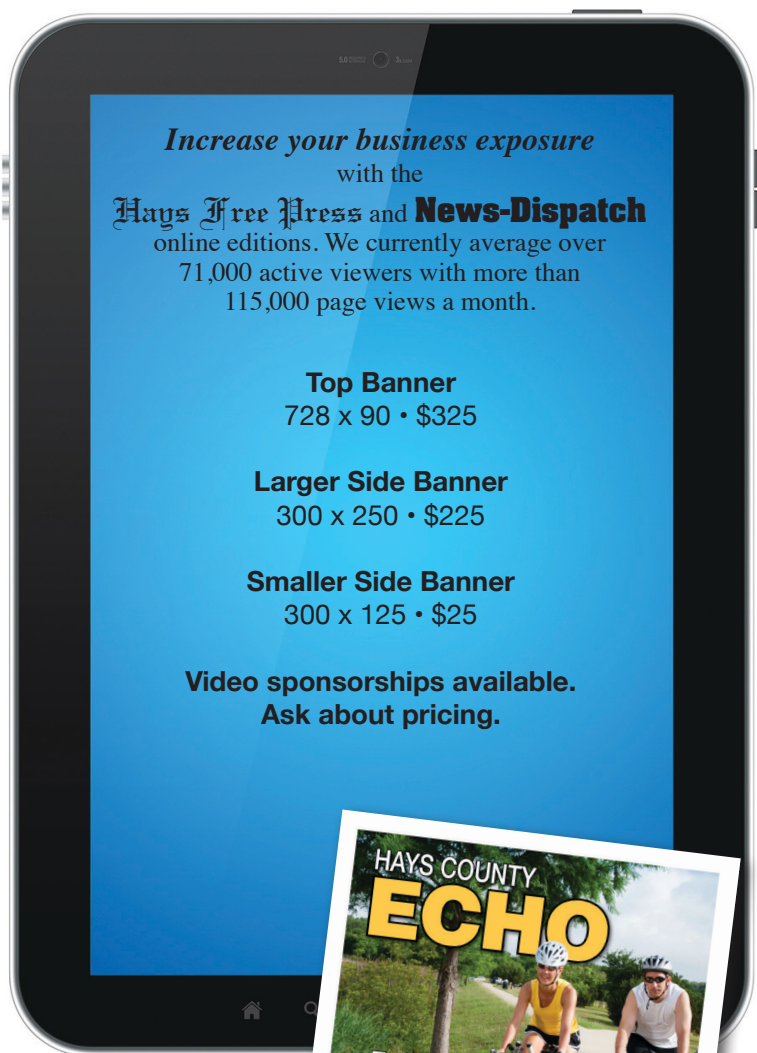
2 col. x 4 inches
(3.25" w x 4" h)

One X = \$77.25
Four X = \$65.50
Thirteen X = \$61.50

2 col. x 2 inches
(3.25" w x 2" h)

One X = \$38.50
Four X = \$32.75
Thirteen X = \$30.75

Full color is available on all ads for an additional \$2.50 per column inch. (15" minimum)



HAYS COUNTY ECHO

Advertise in the Hays County Echo – our quarterly feature tabloid – and reach homes in Buda, Kyle and Dripping Springs

	1X	4X
Full Page (10" w x 10" h)	\$760	\$680
1/2 Page (4.94" w x 10" h or 10" w x 4.8125" h)	\$450	\$380
1/4 Page (4.94" w x 4.8125" h)	\$225	\$191
1/8 Page (4.94" w x 2.4" or 2.375" w x 4.8125" h)	\$165	\$140
Back Page Premium..... (10" w x 10" h)	\$1000	\$850
Inside Front Cover Premium..... (10" w x 10" h)	\$950	\$810



DETAILS, DETAILS, DETAILS

EARNED RATES FOR HAYS FREE PRESS

Retail and Classified Display earned rates are net and based on number of column inches per insertion. Bulk contracts are available.

Agency Rate	14.30
Local Open Rate	11.50
31-50"	11.00
51-90"	10.75
91-120"	10.50
121-168"	10.25
169" +	9.65

EARNED RATES FOR NEWS-DISPATCH

Display earned rates are net and based on the number of column inches per insertion. Bulk contracts available.

Agency Rate	11.25
2-19"	9.65
20-50"	9.35
51-90"	9.00
91-126"	8.75

FREQUENCY DISCOUNTS

Contract Discount:

- 13 or more consecutive insertions earn a 20% discount off the earned rate.

COLOR

Full color is available on all ads for an additional \$2.50 per column inch. (15" minimum)

CLASSIFIEDS

- 20 Words.....\$8.00
- Additional Words..... 50¢

Classified Display ads are charged at regular display rates, based on 6-column format (see Mechanical Requirements)

SPECIALTY PAGES

All ads in these pages require a 13-week minimum contract.

- Church Directory\$18/week
- Service Directory\$30/week
- Business listing on Church Page.....\$18/week
- Professional Directory\$35/week
- Women in Business.....\$45/week (6x commitment)

PRE-PRINTED INSERTS

Hays Free Press

All Inserts are billed for the full run

Up to .25 oz	\$295
to .5 oz	\$365
to 1 oz.....	\$430
to 1.5 oz.....	\$465
to 2 oz.....	\$550
Over 2 oz	Call for Quote

News-Dispatch

Up to .5 oz	\$150
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Call for rates on inserts weighing other amounts

- Finished insert size cannot exceed 10.5" x 12"
- Inserts must arrive at our press no later than 5 p.m. Friday the week prior to publication.
Bryan Eagle Commercial Printing
1729 Briarcrest
Bryan, Texas 77802
(979) 731-4666
- Please call for rates for inserting bulky, undersized coupon books.

DEADLINES

The deadline for display advertising is 5 p.m. Friday the week prior to publication; classified advertising deadline is noon Monday the week of publication.

ACCEPTABLE MATERIALS

Advertisers who produce and provide their own ads should submit Adobe Acrobat PDF files, at 210 dpi with all fonts embedded.

If color, files must also be CMYK, with no four-color black text.

MECHANICAL REQUIREMENTS

Six column broadsheet format. Page depth is 20 inches; column width: 1.56 inches (9.36 picas) wide with .167 inch gutters. Full page width is 10".

A 25% upcharge will be added to the weekly bill for guaranteed placement of ads.

GENERAL POLICIES

- Advertising taller than 18 inches will be billed for the full depth of the page.
- Earned and discounted rates are net to the newspaper.
- Earned and discounted rates apply only to those accounts in good standing.
- Accounts that fall 90 days past-due will lose the discounts and will be back-billed at the Local Open Rate.
- All advertisers are expected to pay in advance unless a credit application has been submitted and approved.
- Advertising that has the appearance of editorial copy will display the word "advertisement" plainly and prominently inside the ad.

Rate Card #2021-10-1

BARTON PUBLICATIONS, INC.

Hays Free Press

113 W. Center Street

Kyle, TX 78640

Phone: (512) 268-7862

www.HaysFreePress.com

www.HaysNewsDispatch.com

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CONFLICT OF INTEREST QUESTIONNAIRE
For vendor doing business with local governmental entity

FORM CIQ

This questionnaire reflects changes made to the law by H.B. 23, 84th Leg., Regular Session.

This questionnaire is being filed in accordance with Chapter 176, Local Government Code, by a vendor who has a business relationship as defined by Section 176.001(1-a) with a local governmental entity and the vendor meets requirements under Section 176.006(a).

By law this questionnaire must be filed with the records administrator of the local governmental entity not later than the 7th business day after the date the vendor becomes aware of facts that require the statement to be filed. See Section 176.006(a-1), Local Government Code.

A vendor commits an offense if the vendor knowingly violates Section 176.006, Local Government Code. An offense under this section is a misdemeanor.

OFFICE USE ONLY

Date Received

1 Name of vendor who has a business relationship with local governmental entity.
Barton Publications -- DBA News-Dispatch -- No Conflict

2 Check this box if you are filing an update to a previously filed questionnaire. (The law requires that you file an updated completed questionnaire with the appropriate filing authority not later than the 7th business day after the date on which you became aware that the originally filed questionnaire was incomplete or inaccurate.)

3 Name of local government officer about whom the information is being disclosed.
N/A

Name of Officer

4 Describe each employment or other business relationship with the local government officer, or a family member of the officer, as described by Section 176.003(a)(2)(A). Also describe any family relationship with the local government officer. Complete subparts A and B for each employment or business relationship described. Attach additional pages to this Form CIQ as necessary.

N/A

A. Is the local government officer or a family member of the officer receiving or likely to receive taxable income, other than investment income, from the vendor?

Yes No

B. Is the vendor receiving or likely to receive taxable income, other than investment income, from or at the direction of the local government officer or a family member of the officer AND the taxable income is not received from the local governmental entity?

Yes No

5 Describe each employment or business relationship that the vendor named in Section 1 maintains with a corporation or other business entity with respect to which the local government officer serves as an officer or director, or holds an ownership interest of one percent or more.

N/A

6 Check this box if the vendor has given the local government officer or a family member of the officer one or more gifts as described in Section 176.003(a)(2)(B), excluding gifts described in Section 176.003(a-1).

7 Cyndy Slovak-Barton, Publisher

9/27/21

Signature of vendor doing business with the governmental entity

Date

CONFLICT OF INTEREST QUESTIONNAIRE

For vendor doing business with local governmental entity

A complete copy of Chapter 176 of the Local Government Code may be found at <http://www.statutes.legis.state.tx.us/Docs/LG/htm/LG.176.htm>. For easy reference, below are some of the sections cited on this form.

Local Government Code § 176.001(1-a): "Business relationship" means a connection between two or more parties based on commercial activity of one of the parties. The term does not include a connection based on:

- (A) a transaction that is subject to rate or fee regulation by a federal, state, or local governmental entity or an agency of a federal, state, or local governmental entity;
- (B) a transaction conducted at a price and subject to terms available to the public; or
- (C) a purchase or lease of goods or services from a person that is chartered by a state or federal agency and that is subject to regular examination by, and reporting to, that agency.

Local Government Code § 176.003(a)(2)(A) and (B):

(a) A local government officer shall file a conflicts disclosure statement with respect to a vendor if:

(2) the vendor:

(A) has an employment or other business relationship with the local government officer or a family member of the officer that results in the officer or family member receiving taxable income, other than investment income, that exceeds \$2,500 during the 12-month period preceding the date that the officer becomes aware that

(i) a contract between the local governmental entity and vendor has been executed;
or

(ii) the local governmental entity is considering entering into a contract with the vendor;

(B) has given to the local government officer or a family member of the officer one or more gifts that have an aggregate value of more than \$100 in the 12-month period preceding the date the officer becomes aware that:

(i) a contract between the local governmental entity and vendor has been executed; or

(ii) the local governmental entity is considering entering into a contract with the vendor.

Local Government Code § 176.006(a) and (a-1)

(a) A vendor shall file a completed conflict of interest questionnaire if the vendor has a business relationship with a local governmental entity and:

(1) has an employment or other business relationship with a local government officer of that local governmental entity, or a family member of the officer, described by Section 176.003(a)(2)(A);

(2) has given a local government officer of that local governmental entity, or a family member of the officer, one or more gifts with the aggregate value specified by Section 176.003(a)(2)(B), excluding any gift described by Section 176.003(a-1); or

(3) has a family relationship with a local government officer of that local governmental entity.

(a-1) The completed conflict of interest questionnaire must be filed with the appropriate records administrator not later than the seventh business day after the later of:

(1) the date that the vendor:

(A) begins discussions or negotiations to enter into a contract with the local governmental entity; or

(B) submits to the local governmental entity an application, response to a request for proposals or bids, correspondence, or another writing related to a potential contract with the local governmental entity; or

(2) the date the vendor becomes aware:

(A) of an employment or other business relationship with a local government officer, or a family member of the officer, described by Subsection (a);

(B) that the vendor has given one or more gifts described by Subsection (a); or

(C) of a family relationship with a local government officer.